



# Future Direction Award



*This award recognises the club who has most successfully implemented innovative ways to diversify their target market and retain members to ensure the sustainability of the club's future. Nominees will be implementing strategies to combat the aging demographic of club communities and growing their club.*

## Selection Criteria

*Nominations close at 5pm, Wednesday 31 March 2021*

- Nominating clubs must have grown and diversified their membership base between January 2019 and December 2020
- Nominating clubs are required to submit the Required Attachments outlined below

## Required Attachments

- At least one (1) high resolution photo of your club suitable for display at the Awards ceremony, preferably of your club members **Maximum 3 attachments**
- Video footage of your club (optional)
- Evidence of any recruitment strategies to attract the new target audiences **Maximum 3 attachments**

**Note:** By supplying the photo(s) and video(s), you are granting Clubs WA permission to use these for promotional purposes associated with the awards program.

**Please send your completed form with attachments to:**

- Email: [events@clubswa.com.au](mailto:events@clubswa.com.au)
- Post: Clubs WA, PO Box 5101, South Lake WA 6164

If you have any queries regarding the nomination questions or process, please contact [events@clubswa.com.au](mailto:events@clubswa.com.au) or call the Events team on 9417 7149.





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## General Information

### Your information

<b>Club</b>	
<b>Name of main contact</b>	
<b>Position</b>	
<b>Mobile</b>	
<b>Email</b>	
<b>Club size</b>	<input type="checkbox"/> <b>Small</b> – Annual turnover less than \$500,000 <input type="checkbox"/> <b>Medium</b> – Annual turnover from \$500,000 to \$1,000,000 <input type="checkbox"/> <b>Large</b> – Annual turnover greater than \$1,000,000  <i>Clubs WA reserves the right to request proof of eligibility (such as the Club's most recent Annual Report)</i>
<b>Position of the employee/volunteer who has primarily led your innovative strategies</b>	<i>E.g. Marketing Manager</i> <i>Please enter your response below:</i>
<b>Is the position listed above a paid or unpaid position?</b>	<input type="checkbox"/> Paid – The person who is leading your innovative strategies is a paid employee <input type="checkbox"/> Unpaid – The person who is leading your innovative strategies is an unpaid volunteer





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## Questions

Please answer in detail and provide as many examples as possible. Where applicable, suggested topics to address are listed under each question.

**Question One:** Please list your membership breakdown in age categories for 2018, 2019 and 2020 in the table below.

Age	Percentage of members in 2018	Percentage of members in 2019	Percentage of members in 2020
Under 18			
18 - 35 years old			
36 - 50 years old			
51 - 65 years old			
Over 65			

**Question Two:** How many members did you have in 2017, 2018, 2019 and 2020?

No word limit

Please enter your response below:





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**Question Three:** What has been your most innovative membership growth campaign implemented in between January 2019 and December 2020? Has it grown your targeted category membership?

*Suggested word count: 150 words (Maximum word count: 200 words)*

*Examples: increasing junior players [detail]; increasing social membership [detail]; building new members aged 30-50 [detail]; create future ready committee/board [detail].*

*Please enter your response below:*

**Question Four:** How have you successfully grown the diversity of your membership base?

*Suggested word count: 150 words (Maximum word count: 200 words)*

*Examples: Specific cultures, LGBTQI+ community, women specifically, etc. Please include results in the form of statistics where possible.*

*Please enter your response below:*

**Question Five:** What is your current membership retention rate?

*No word limit*

*Please enter your response below:*





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**Question Six:** What methods do you use to retain your members?

*Suggested word count: 100 words (Maximum word count:150 words)*

*Note: Please list any member-specific events or perks available.*

*Please enter your response below:*

## Before you submit...

*Please ensure you have the following ready to send with your completed nomination:*

At least one (1) high resolution photo of your club suitable for display at the Awards ceremony, preferably of your club members **Maximum 3 attachments**

Video footage of your club (optional)

Evidence of any recruitment strategies to attract the new target audiences

**Maximum 3 attachments**

